

# Mothers Tired, Kids Happy At End of Riviera Carnival

By EM FRENCH  
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Final report on the Riviera carnival: At 4 o'clock Saturday afternoon there were a lot of tired mothers, but the kids were happy. Special thanks should go to Art Limmeyer and George Behrendt, who put up the booths Friday night; to Veech and Betty Wilchowski and the boys of Boy Scout Troop 718 and Cub Scout Troop 719, who did a stupendous clean-up job Saturday night; to Mrs. Hiska and her Glee Club who sang; to Lillian Arnaunder who selected all those wonderful prizes; and to the mothers and their teams of workers who did the 100 and 200 jobs that made the fair such a big success.

Jane Ogborn called together all the mothers for a Scout troop 109 Tuesday at the home of Mrs. John Forsberg, 106 Calle de Arboles. The guests were given an account of the troop's past achievements and a preview of future plans, which will include a trip to Marineland and a beach cruise while there, attending Girl Scout Court of Awards and day camp, and sharing a turn-to-swing program this summer. Mothers attending this meeting were Mrs. A. Beckhart, Mrs. W. Beckman, J. Beckhart, Mrs. Honnings, G. McBurney, D. Smith, Homer Lightfoot, Arthur Roberts, Clifford Farrell, Rex Gamble, and John Steele.

Former Congress Parkers and Bookfieldites (Illinois — suburbs of Chicago) parted at the home of Rose and George in Palos Verdes Riviera Saturday night. The guests, now situated in Hollywood Riviera, Fullerton, Anaheim, and West Los Angeles spent a gay evening recalling old times back East.

Betty Holt, 208 Paseo de Granada, disengaged herself from her three boys, two dogs, one canary, and three goldfish (since Saturday's carnival) long enough to tell me that she and Bob were hostesses last week to friends from San Pedro and Riviera.

Lots of folks dabbling in the arts on the Riviera — when I talked with Jean DePew, 401 Calle Mayor, she was making an oil painting of her two daughters, Christine, 4, and Diane, 2 — in between wiggles, that is.

Edna Rodenhauer, 304 Calle de Andalucia, reports that her husband, Frank, who was quite ill for several months this winter, is all well again and that he and his son-in-law, Bernal Weilbrenner, have taken over the meat department at the Empire Market, on Catalina

Ave. Bernal and his wife, formerly Betty Rodenhauer, live in Garden Grove.

There is a certain baby in town who has a complaint: It is Marco Paul Lieber, 401 Avenida de Jose, and his complaint is that he was born on March 11 and nobody did anything about it — newspaper-wise. So this fixes things up for Marco Paul. Incidentally his dad is Stanley Lieber of the Erie Pharmacy, his mother is Barbara, and he has a 17-month-old brother, Eric Michael.

Fishing at Big Bear this week end are Evelyn and Louise Regan, Chris, Susan, and Ronnie, and Ronnie's friend, Bud Heptig.

Lee Washington was a member of the crew of the Diablo, a 60-foot schooner that was entered in the sailboat race which started from Newport Beach Thursday, destination: Ensenada. Florence drove down Friday. There were 197 sailboats in the race and the crew and their wives and friends had a grand week end attending the big dinner dance Saturday night and the big Bar-B-Q on Sunday.

Kay Broughton, 106 Via Sevilla, is vacationing in New York this week visiting her family. Her husband is caring for the children, John 4, Patty 2, and Danny, who will be 1 year old tomorrow. Mom will arrive by plane in time to celebrate.

Ruth Gogins, 343 Calle de Andalucia, her twin sister, another sister, and a brother, all from In-and-around Los Angeles, are in Idaho this week attending a family reunion. The celebration was held to honor Ruth's mother's birthday — she was 90 years old!

**RAIL CARGO**  
Railroads move more than 80 per cent of all the coal produced in the U.S.

**My Neighbors**  
"That's odd, I got that feeling myself — that the income tax boys are choking me to death!"

# Richfield Managers to Hold Marketing Session

Jack T. Heare, Richfield Oil Corp.'s branch manager, Torrance area, will attend the annual all-day marketing session being conducted by Richfield in Los Angeles at the Statler Hotel, Monday, May 14.

The company's marketing experts will hear W. G. King Jr., vice president and general sales manager, tell of Richfield's \$13,000,000 accelerated refinery and research expansion program to keep pace with the great increase in population and industrial activity of Southern California.

The sales executives will be shown motion pictures, dramatic skits, slides and numerous other devices to dramatically present the 1956 marketing plan of the Richfield Oil Corp. The group will also hear about Richfield's intensive promotion campaign which includes heavy concentration on newspaper advertising.

L. H. Bagby, manager of the Southern Division, will introduce King and others appearing on the program, including R. W. Ragland, vice president; H. T. Hutchinson, assistant general sales manager; J. T. Foster, assistant general sales manager; A. M. Schroeder, manager, lubricating sales; G. R. Miller, manager, retail sales; and L. J. Grunder, manager, fuels and lubricants development.

Advertising plans will be presented by F. M. Jordan, manager of advertising and sales promotion, who will also introduce Thomas Mitchell, award-winning actor. Others include M. F. Bach, John Wald, Judy Marsh, Joyce Winfield, and Kai Jorgensen; the latter being head of Richfield's advertising agency.

# Post Office Signs Lease For Building

The Post Office Department has accepted a lease proposal for a new parcel post annex for the Torrance post office. Regional Director Verne Scoggins announced yesterday.

Answering an inquiry from Senators William F. Knowland and Thomas H. Kuchel, Scoggins said the growth of the Torrance area required larger facilities in order for postal service to handle the increasing volume of mail.

A new concrete building containing 7047 square feet, plus a loading platform of 1126 square feet and a postal vehicle parking area of 21,600 square feet, will be constructed on the north side of Torrance Blvd. between Amie and Hawthorne. The lease is for a 15-year term, with one five-year renewal option, effective Nov. 15, 1956. The successful bidder was Tryatt Investment Co., 9231 W. Olympic Blvd., Beverly Hills.

The present Torrance post office annex contains 2107 square feet.

# Local Insurance Men Meet Firm President

Frank Carmody, manager of the San Pedro district office of the Metropolitan Life Insurance Co., and 10 other local representatives of the company, met with Metropolitan President Frederick W. Ecker and other company officials in Los Angeles Tuesday.

Ecker is visiting Los Angeles as part of a journey through the United States and Canada in order to meet with members of the company's field force.

Torrance area people in Los Angeles with Carmody for the meetings were William Cargio, James Potts, Charles Ryan, Ted Wheat, Robert Krempf, Frank Paour, Dominic Augliera, Arthur Fort, Louis Matarese and Turner Poindexter.

# Scouts Wearing New Neckerchief Slides After First Sales Report

Many boys in the Harbor District of the Los Angeles Area Council, Boy Scouts of America, are wearing new neckerchief slides today as a result of the first Scout-A-Scope ticket sales report meeting for the District which was held at the Toberman Settlement House Monday under the direction of A. J. Moe.

The annual big show will be held in the Coliseum on June 2 at 7:30 p.m. with 900 local boys sharing the stage with the rest of the 10,000 Scout performers. General chairman of the event is Walt Disney, but in Harbor District, Commander A. F. Benschmidt is chairman of the event.

Four acts will show Frontierland, Adventureland, Fantasyland, and Tomorrowland named in honor of the famous producer whose staff are assisting local volunteer leaders in the production of the greatest show that the Council has ever staged.

Every Cub, Scout or Explorer in the district who sells a book of 10 tickets receives the Scout-A-Scope slide showing Mickey Mouse combined with the Scout emblem, and those selling five books of Scout-A-Scope tickets

IT'S A FACT By JERRY CAHILL

**NO SUBSTITUTE FOR THE AIR CRAFT THAT HAS EVER BEEN DISCOVERED, ALTHOUGH IT HAS BEEN IN USE FOR CENTURIES!**

**PLANES, PLANES AND MORE PLANES!**  
"THE NEW METHOD OF TRANSPORTATION BY AIR CRAFT WILL IN MY OPINION SOON BE UTILIZED... IN THE DEFENSE OF OUR COUNTRY... THE GREAT MILITARY NECESSITY THAT HAS BROUGHT SUCH RAPID DEVELOPMENT OF AIR CRAFT ABOUT IN EUROPE... HAS PLACED THIS COUNTRY FAR BEHIND IN THE USE OF AIR CRAFT..."  
— STATEMENT OF FRANKLIN D. ROOSEVELT, Acting Secretary of the Navy, Feb. 12, 1915!

**AND AIRCRAFT — MADE ONE OF AMERICA'S GREATEST PINE BEERS!**

**TRANSPORT JOBS**  
One of every seven American jobs is in the field of highway transportation and its various allied industries.

# REAL LIFE STORY OF VICTORY OVER CANCER

**My name is Mary Curtis and I live with my husband and my two small sons near Denver, Colorado — in a suburb called Thornton. Maybe it's not very exciting to you to see your little fellow rush to greet his father every day. You probably take that kind of thing for granted.**

**But anything my son Leroy does gives me extra happiness. When he was only three months old, I took him to our doctor for a regular checkup and he discovered my son had cancer. He was operated on right away. You can imagine the heartache my husband and I felt.**

**Then came five years of watchful waiting. We were told he would be considered cured of cancer until five years had passed without any symptoms. We had to keep this from him and from his brother so that Leroy could grow up without feeling he was "different."**

**Now he's a healthy, seven-year-old. Last year the American Cancer Society arranged for him to give a "Word of Hope" to President Eisenhower to start their campaign. This year they want everyone to "Fight Cancer with a Checkup and a Check." Will you help?**

# DON'T MISS THIS BIG EVENT

## 17th Anniversary SALE

### SHOE SALE

Outstanding Values in shoes for the whole family in this our 17th ANNIVERSARY SALE. Come in early while stocks are complete so you may find your size and style.

<b>WOMEN'S SHOES</b>	
BUSKENS FLATS Reg. \$4.95 Values	
\$3.00 Pair	2 Pair \$5.00
ILLING FLATS Reg. \$6.95 Values	
\$4.00 Pair	2 Pair \$7.00
ILLING HEELS Reg. \$7.95 Values	
\$5.00 Pair	2 Pair \$9.00
DISCONTINUED STYLES	
RED CROSS SHOES REG. \$12.95 VALUES	
\$8.00 Pair	2 Pair \$15.00
HOUSE SLIPPERS	
BUSKENS.....	\$2.00 PAIR
DANIEL GREEN.....	\$4.00 PAIR

<b>ENTIRE STOCK OF WOMEN'S NOVELTY SHOES</b>	
VALUES TO \$18.95—TWO PRICE GROUPS	
\$5.00 Pair	2 Pair \$9.00
and \$8.00 Pair	2 Pair \$15.00
<b>CHILDREN'S SHOES</b>	
Closing—Out Our Entire Stock of	
• CLASSMATES	\$3.00 Pr.
• FLAT-ERY and	• TRIMFIT
Values to \$6.95 at one LOW PRICE	
Children's	\$2.00 Pr.
• U. S. KEDS	• ESPADRILLE and
• SUNDAE SANDALS.....	
<b>MEN'S SHOES</b>	
• Freeman	• Yorktown
• Guild Hall	• Weyenberg
REG. VALUES TO \$12.95	
\$8.00 Pair	2 Pair \$15.00
<b>EVAN'S CAPRI CASUALS</b>	
BLUE SUDE—REG. \$9.95	
\$6.00 Pair	2 Pair \$11.00

**Lew's Boot Shoppe** 124 SO. PACIFIC AVE. REDONDO BEACH

**SOMETHING Lovely FOR Mother**

**PRECIOUS PEARLS**  
NECKLACE and EARRING SET \$100 and up Special

**Precious Gifts For Mom... Aptly Chosen From Our Collection of Fine Jewelry and Silver...**

**PRICES TO ACCOMMODATE EVERY BUDGET! USE OUR EASY CREDIT! NO INTEREST OR CARRYING CHARGES!**

**WE HAVE THE LARGEST SELECTION OF COSTUME JEWELRY IN THE SOUTH BAY AREA!**

**Redondo Jewelers**  
FORMERLY CARROLL'S JEWELERS  
EXPERT WATCH & JEWELRY REPAIRING! ALL WATCHES TIMED & TESTED BY "WESTERN ELECTRIC" TIME RECORDER!

**122 SOUTH PACIFIC AVE. REDONDO BEACH FRONTIER 9-3434 OPEN FRI. EVE. 'TIL 9**